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SAN DIEGO **ARTS&CULTURE**  
Entertainment That Has Value.

Summer 2010



MORE **BARD** FOR YOUR BUCK.

## WELCOME

I hope by now you are familiar with the multi-faceted marketing campaign launched in February by the **City of San Diego Commission for Arts and Culture** and **The San Diego Foundation** to assist arts and culture organizations survive the economic downturn as part of their **Survive and Thrive Initiative**. This region-wide marketing initiative is designed to excite and encourage audience members and donors to support the region's arts and culture programs with their participation and philanthropy.

San Diegans are starting to take notice of this exciting **BANG** marketing campaign, designed by Departure, which includes a strategic partnership with ConVis. **Click [here](#) to see the BANG-STARS UNDER THE SKY campaign on the ConVis website.**

## "BANG" PROMOTION UPDATE STARS UNDER THE SKY. GREAT ART IN THE GREAT OUTDOORS.

The next phase of the marketing strategy will focus on activities that take place outdoors so participants can

## QUESTIONS OR IDEAS?

Contact Editor, Toni Robin,  
[trobin@sandiego.gov](mailto:trobin@sandiego.gov)

*Please forward this to the appropriate staff person at your organization.*

## CURRENT BANG PROMOTION



Sign up [here](#) for the new ConVis Arts and Culture eNewsletter

## UPCOMING EVENTS & WORKSHOPS

### Save the Date!

NEA Grants Workshop hosted by  
Congresswoman Susan Davis

take advantage of our great San Diego summer weather. Twenty-seven arts and culture groups will be featured on the San Diego Art + Sol website for the duration of the campaign (July through September.) The campaign will also be featured in a brand new ConVis Arts and Culture eNewsletter that will be distributed to 12,000 recipients.



MORE **CURIOSITY** FOR YOUR BUCK.

## HOW YOU CAN PARTICIPATE

1- **Submit your event to ConVis website:** Additional groups with outdoor activities are invited to post their information through MemberNet for consideration. If you are not already participating, here is a simple tutorial to get you started. [ConVis Membernet tutorial](#)

2- **Help drive traffic to San Diego Art + Sol.**



**DOWNLOAD LOGO [HERE](#) and POST ONLINE WITH A LINK TO [WWW.SANDIEGOARTANDSOL.COM](http://WWW.SANDIEGOARTANDSOL.COM)**

3- **Become an Arts and Culture Facebook fan!** See what's happening and to show your support by becoming a "BANG" fan!



4 - **Get connected to ConVis.** Sign up to receive the newly launched ConVis Arts and Culture eNewsletter and join their Facebook community.

Newsletter: [www.sandiego.org/visitors/TravelNews](http://www.sandiego.org/visitors/TravelNews)

Facebook: [www.facebook.com/sandiego](http://www.facebook.com/sandiego)

5-**Track your success and let us know how it's going!**

We are very excited about the opportunity to work with you to make this a great summer for all. Like the stars above, the excitement is endless.

Wednesday, August 25

9:30am – Registration

10:00am – 12:00pm – Program

<http://www.house.gov/susandavis/events.shtml>  
for more information.

### Art in the City Conference

**Utilizing Art and Culture as Transformative Tools**

**September 5**

Click [here](#) for more information.

### Commission for Arts and Culture

FY 2012 Technical Assistance Workshops for Application Preparation

#### Organizational Support Program (OSP) Workshops

Monday, September 13

1:00 – 3:00 PM

City of San Diego Ridgehaven Training Facility

Tuesday, September 14

1:00 – 3:00 PM

Valencia Park/Malcolm X Library

**Application Deadline:**

Friday, October 22

#### Creative Communities San Diego (CCSD) Program Workshops:

Monday, October 4

1:00 – 3:00 PM

City of San Diego Ridgehaven Training Facility

Tuesday, October 5

1:00 – 3:00 PM

Valencia Park/Malcolm X Library

**Application Deadline:**

Friday, November 19

**RSVP by August 13 at**

[www.surveymonkey.com/s/H82SZ8Y](http://www.surveymonkey.com/s/H82SZ8Y)

**Questions?** Contact Gary Margolis at [gmargolis@sandiego.gov](mailto:gmargolis@sandiego.gov)

**SIGN UP TO RECEIVE**

**E-NEWSLETTER**

**Sponsors**

Please feel free to contact me directly if you have any questions. Also, if you are not already receiving our **San Diego Arts and Culture Newsletter** directly, send us an email at [trobin@sandiego.gov](mailto:trobin@sandiego.gov)



*The City of San Diego Commission for Arts and Culture and the San Diego Foundation have partnered on a multi-faceted initiative designed to assist arts and culture organizations to survive the economic downturn and ultimately thrive in a new world economy. One major component is a region-wide marketing initiative that will excite and encourage audience members and donors to support the region's artistic programs with their participation and philanthropy. Additional support is provided by the San Diego Convention and Visitors Bureau (ConVis), California Arts Council, San Diego Grantmakers and other funders. .*